



## ***NCSLA Reconnect: Rethink and Redesign the Future*** **2021 Annual Conference – Reno, Nevada**

### **PANEL UPDATE – WEEK 4**

This is the fourth edition of Panel Updates on the 2021 Annual Conference! Each week a session from the business program will be featured. The annual conference theme, “*NCSLA Reconnect: Rethink and Redesign the Future*,” accentuates the organization’s and industry’s resolutely positive outlook and the continuing need for resiliency in the future. While COVID-19 will continue to play a central role in this and future conferences, the business agenda gives equal time to many other issues of similar importance.

#### **Direct to Consumer Shipping by Businesses Other than Wineries**

Lawyers in private practice regularly field phone calls from folks looking to start up a nationwide direct to consumer alcoholic beverage sales and delivery business. With everyone stuck at home in 2020, the interest in DTC only grew.

While the number of states that allow DTC sales of alcoholic beverages other than wine or DTC sales of wine by sellers other than wineries is growing, it’s still relatively few. Nevertheless, you won’t have any trouble finding internet vendors willing to ship any type of alcoholic beverages almost anywhere. *So what gives?*

On the last day of the conference **Kimberly Frost**, partner of Martin, Frost & Hill in Austin, Texas will lead a discussion of where and how DTC selling and shipping of alcoholic beverages, other than wine by wineries, is lawful. Joining the debate are **Jeff Carroll**, General Manager, Beverage Alcohol at Avalara; **Travis Hill**, Chief Executive Officer, Virginia Alcoholic Beverage Control Authority; and **Rebecca Stamey-White**, Partner of the firm Hinman & Carmichael in San Francisco, California.

The panel will go beyond a theoretical discussion of laws and examine common models that businesses employ to engage in DTC shipping.

Finally, the panel will look at how several states are using the 21<sup>st</sup> Amendment Enforcement Act to counter unlawful shipping.

Start making your plans NOW to come to Reno, Nevada from August 26-29, 2021 for this year’s annual meeting of the NCSLA! **Registration is now open** so visit [www.ncsla.org](http://www.ncsla.org) today for details. *Not a current member of NCSLA?* Just complete the [online application form](#) on the NCSLA website and enjoy these beneficial and educational business sessions in addition to the valuable networking opportunities. Don’t miss this homecoming event of the year - I hope to see you there!

Anna Hirai  
NCSLA President